

# GambleAware

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[about.gambleaware.org](http://about.gambleaware.org)

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## PRESS RELEASE

### **GambleAware appoints M&C Saatchi to develop safer gambling advertising campaign**

**London, 22 June:** GambleAware has appointed creative agency M&C Saatchi to develop a new safer gambling advertising campaign.

Broadcasters and gambling industry groups drew up proposals for a major responsible gambling advertising campaign to run for two years, with a budget of £5-7 million per year. The government welcomed this initiative, and the charity GambleAware was invited to deliver the campaign.

GambleAware has created a new board to oversee the campaign, which includes representatives from Public Health England, the Welsh Government's public health community, and leading academic experts.

An advisory panel has also been formed to secure input from treatment providers, related charities, faith groups, sport, the gambling industry, and, most importantly, those with lived experience of problem gambling.

The decision to select M&C Saatchi was based on their previous experience in public health, the quality of their pitch and its fidelity to the brief, the depth of their analysis and the expertise of their team. It followed a competitive procurement process, independently facilitated by the Incorporated Society of British Advertisers (ISBA).

M&C Saatchi will be supported by Atlas Partners, GambleAware's existing communications agency, who will design and deliver a complementary public relations campaign.

18 Feet and Rising have been retained as GambleAware's agency for other ongoing advertising requirements for the BeGambleAware brand, independent of the collaboration with Public Health England. The agency recently delivered animated promotions for the BeGambleAware.org advice and support website for use at sporting venues including Crystal Palace Football Club and Royal Ascot.

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**Chair:** Kate Lampard CBE

**Trustees** • Saffron Cordery • Professor Sian Griffiths • Michelle Highman • Alan Jamieson  
Professor Anthony Kessel • Chris Pond • Brigid Simmonds • Professor Patrick Sturgis

**Chief Executive:** Marc Etches

**Professor Sian Griffiths, Deputy Chair of Public Health England (interim), Trustee and Chair of the Safer Gambling Campaign Board said:**

“GambleAware is committed to reducing harms associated with gambling and to taking a public health approach. Advertising is an important part of raising awareness and we hope the campaign will play its role, in collaboration with other sectors of society.”

**Giles Hedger, CEO of M&C Saatchi said:**

“We are delighted to be playing our part in the creation of a more mindful gambling culture in the UK. This is a new and important chapter in the ongoing balancing of market freedoms and public health.”

**-ENDS-**

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## **NOTES**

- The Safer Gambling Campaign Board comprises:
  - Professor Sian Griffiths, GambleAware Trustee and Deputy Chair, Public Health England (Interim)
  - Sheila Mitchell, Marketing Director, Public Health England
  - Teresa Owen, Executive Director of Public Health, The Betsi Cadwaladr University Health Board
  - Dr Crawford Moodie, Senior Research Fellow in Institute for Social Marketing, University of Stirling
  - Attending in addition are non-voting observers from the Department of Digital, Culture, Media and Sport, the Gambling Commission and Responsible Gambling Strategy Board, the Advertising Association, the Senet Group and commercial Broadcasters.
- The announcement of the campaign was first made by DCMS here (5.84-5.87): [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/655969/Consultation\\_on\\_proposals\\_for\\_changes\\_to\\_Gaming\\_Machines\\_and\\_Social\\_Responsibility\\_Measures.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/655969/Consultation_on_proposals_for_changes_to_Gaming_Machines_and_Social_Responsibility_Measures.pdf)
- 18 Feet and Rising has been retained as GambleAware's agency for other ongoing advertising requirements for the BeGambleAware brand, independent of the new collaboration with Public Health England. The agency has designed a new range of advertising to promote BeGambleAware.org logo in a compelling manner at racecourses across the country, debuting at Royal Ascot this week. Please find example graphics which you are welcome to embed below:

**IT'S NEVER TOO SOON TO BeGambleAware®**

- <https://youtu.be/rRXFrcXkonE>
- Guided by the [National Responsible Gambling Strategy](#), GambleAware is an independent charity tasked to fund research, education and treatment services to help to reduce gambling-related harms in Great Britain.
- GambleAware is a commissioning and grant-making body, not a provider of services. The charity's strategic aims are to: broaden public understanding of gambling-related harms, in particular as a public health issue; advance the cause of harm-prevention so as to help build resilience, in particular in relation to the young and those most vulnerable to gambling-related harms; and help those who do develop gambling-related harms get the support that they need quickly and effectively. For more information, please go to: <http://about.gambleaware.org/>
- GambleAware's programme of treatment, education, harm prevention and research is guided by the National Responsible Gambling Strategy, which is defined by the independent Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The RGSB, the Gambling Commission and GambleAware work together under the terms of an agreement in place since 2012: <http://about.gambleaware.org/media/1216/statementofintent.pdf>. Research is conducted under the terms of a 'Research Commissioning and Governance Procedure' agreed in 2016 by the RGSB, the Gambling Commission and GambleAware: <http://about.gambleaware.org/media/1270/research-commissioning-and-governance-procedure-may-2016-final.pdf>.
- GambleAware requires a minimum of £10 million annually to deliver its current responsibilities, and looks to all those that profit from commercial gambling to support the charity. This donation-based system was proposed after the Gambling Act 2005 and is prescribed by the Gambling Commission's Social Responsibility Code Provision 3.1.1.(2). The RGSB endorsed GambleAware's £10m funding goal in January 2017: <http://www.rgsb.org.uk/press-releases/responsible-gambling-strategy-board-publishes-assessment-of-the-quantum-of-funding-required-to-deliver-the-national-responsible-gambling-strategy.html>
- GambleAware funds the *Gordon Moody Association*, the *NHS National Problem Gambling Clinic*, *GamCare* and a network of charities across Great Britain to provide a full range of free treatment for problem gamblers and support for those affected by them. GambleAware also runs the website **BeGambleAware.org** which helps 2.7 million visitors a year, and supports the **National Gambling Helpline – 0808 8020 133**.